

My cousin Brandee was my inspiration for this assignment. I wanted to use all my own work. So I used some images of my cousins cakes and made a flyer for her business.

I did not sketch out any designs while brainstorming. I began by looking through my collection of images and exporting my favorite cake images to a folder for review.

I was getting off to a rough start because I wanted to include my favorite image of this beautiful



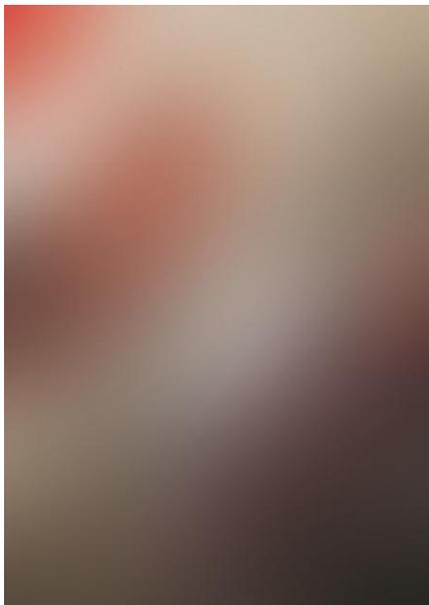
3 tier cake she made, but the colors just did not go well with any of the other images. It too colorful, and a very busy image. It overpowered the other images, so I had to do the hard thing and omit my favorite image.



I created This background when I thought I was going to use the 3 tier cake image, I made this background by blurring the cake image and placing a graphic overlay on.

It got discarded when I omitted the other image.

Then I tried blurring the Dr. Seuss cake for a background, which came out ugly.



I decided to work on the background later.

I found three cake images that include **2 key colors** that I chose to work with, **red and blue** (the Jack Daniels keg cake has a blue tint in the background, it's very subtle but it's there).

I started arranging them at their original aspect ratio, which I couldn't find a good layout, they were taking up too much room so I cropped each image to be different aspect ratio's. One square, one 5x7 and one 4x6 and I began arranging them on my canvas to see what looked good. I tried a vertical and horizontal canvas. and decided that a horizontal canvas was best because my images are vertical.

Next, I made some text frames and placed the text from my

cousins about me page on here website in them too see how they would fit. I remember in a previous chapter they highlighted key words in the text.

Each custom dessert is made to order specifically for you. Together, we can design and create the cake of your dreams! Delicious Designs Custom Cakery is dedicated to using fresh, local, and organic whenever possible.

We pride ourself in our dessert will find real butter, fine chocolate and fresh fruits in all our recipes. We strive to meet and exceed all your expectations & help make your special event truly memorable and most of all... **Delicious!!**

I made the Contact Us really big, because the phone number is very important. That is when I realized I didn't have much space for a heading, so I thought it would be clever to put the heading around the Dr. Seuss image. I pulled the colors from that image to use and adjusted my font type and size to my liking. The way I choose my font is I highlight my text, and scrolled through the list and watched them change till I saw something I liked.

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Delicious Designs is owned and operated by Brandee Byrd & Lori Maguregui in Bakersfield California. Two creative and dedicated bakers with a genuine passion for Pastry & Design. Both are eager to share their passion and knowledge with others in our local communities teaching cake decorating and design. ♡



CUSTOM CAKERY

CONTACT US: 661-302-1660



Things were still looking a little plain at this point so I added a tint to the 'about text box' and a border around the main text. I had a blank area that needed to be filled so I used the ellipse tool and came up with the text "Order your delicious design today or learn to make your own", because I had text box with a blue tint, I made this one a tint of red.

**ORDER YOUR DELICIOUS
DESIGN TODAY
OR LEARN TO MAKE YOUR
OWN**

I tried two different ideas,
Adobe Carlson Pro with Small caps.

*Order your
delicious design today
Or learn to make your own*

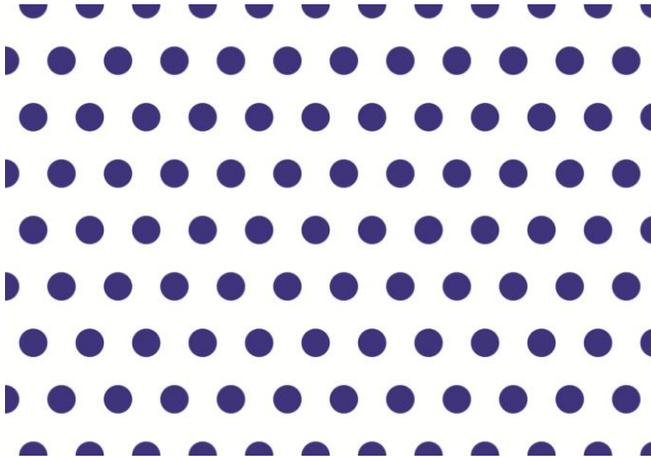
Then I went with a fancier font: monotype Corsiva.

After I changed this text I decided to tie it in with the highlighted text in my main text box.

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I thought polka dots might make a good background. They didn't.



I used the same red font and color for that text, as some key words in my main text.

I added a gradient to my background, with tints of red and blue, I wanted to include her facebook page so I created a textbox under the ellipse. At this point I realized I needed a gradient in some text, so I added a red/blue Gradient to the Contact us.

After I thought I was done, I noticed I had forgotten a required element: The graphic. So, I made a logo, I drew the D with the pin tool in illustrator.

But I didn't have any room left to place it anywhere.



So I had another Idea I used the D that I drew, and created a fancy repeating background. It says DD(one of them is backwards) I placed it on top of my gradient, with a low opacity, under all the other elements.

